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# Delivering Effective Social Customer Service: How to Redefine the Way You Manage Customer Experience and Your Corporate Reputation

*Martin Hill-Wilson, Carolyn Blunt*

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**Martin Hill-Wilson, Carolyn Blunt : Delivering Effective Social Customer Service: How to Redefine the Way You Manage Customer Experience and Your Corporate Reputation** before purchasing it in order to gage whether or not it would be worth my time, and all praised Delivering Effective Social Customer Service: How to Redefine the Way You Manage Customer Experience and Your Corporate Reputation:

1 of 1 people found the following review helpful. The Most Complete Guide to Social Customer Care By Stephen KochI just finished this book last week. As part of a team that helps brands deliver social customer care, I can confidently say Martin and Carolyn have delivered the most complete review of social customer care - leaving no process step or key insight unturned. That may make it seem like the content is dry, but it isn't. The book is full of real-world examples, interviews and anecdotes that really bring social customer care alive. If delivering a high-level customer experience is important to you and your organization, this is a book you must pick up.0 of 0 people found the following review helpful. A Lighthouse in the Stormy Seas of Social CRM.By RODERICK E JONESThis brilliant book comes at a time when the global customer services profession is urgently seeking the lighthouse in the stormy seas of Social CRM. The authors have succeeded in this book to bring together not only the strategic aspects of social CRM but also the critical 'How To' in an exceptionally practical and easy-to-follow format. There's a 'Social CRM Tsunami' bearing down on the global industry and this book is the survival handbook.0 of 0 people found the following review helpful. Pretty much the complete best practice guide to #socialserviceBy Jerome PineauMartin and Carolyn have pretty much nailed social service in all its detailed aspects and how to do it right on both owned and earned channels. This book should be mandatory reading material for anyone engaged in corporate social customer service.Great advice and use cases from many folks who have been there done that.Easy read, extremely well researched, invaluable reference material.

Social Customer Service is new. Social Media is the biggest thing happening to the customer service industry since the mid 1960s when modern day call centres were born. It is taking customers and organisations into untested ways of relating: transparently, collaboratively, instantly. The consequences of great and poor service are forever changed. Customer appetite has promoted this form of interaction to the very front of a race to understand. How do digital brands and empowered customers actually behave? Social Customer Service has become Marketing's RD lab and a listening hub for the rest of the organisation. It is now where corporate reputations are most likely to be won and lost. 'Delivering Effective Social Customer Service' is a complete reference for achieving excellence in this new discipline. It caters to both novice and expert. It is perfect source material for service leaders and digital marketers to read together. Every CXO will recognise in the book a blueprint from which to build their next generation organisation. Even ambitious team leaders should snag a copy for instant subject matter expertise kudos! The centre of the book offers an in depth self-assessment of the competencies that matter. The book is jammed full of strategic insight, action lists, best practice tips and interviews. All the resources anyone needs to build a solid strategy and roadmap. Early adopter workshops based on the book have already taken place and will continue to be offered as another way of engaging with the book's key lessons. An online resource of the reference material is also provided. Options for an online community are under consideration. This book is the first of its kind. A distillation of what has so far been collectively discovered. Then filtered and expanded through the collective experience of two leading authorities on customer service: Carolyn Blunt and Martin Hill-Wilson.

Delivering Effective Social Customer Service is a complete reference for achieving excellence. It tackles the big strategic planning issues and also provides a wealth of practical best practice advice. Regardless of where you are on your social customer service journey, this book delivers a wealth of actionable insight. (Call Centre Helper, November 2013) It goes without saying that Blunt and Hill-Wilson's book will stay relevant for a good while yet. (Elite Business, November 2013) This book is an excellent introduction for those companies seeking to develop an online customer service resource through social media platforms and forums. It highlights the major minefields and provides workable, practical advice for organisations operating in any industry. (B2B Marketing, December 2013) 'We're in an era where customer service is being refined almost daily. Martin and Carolyn are gifted in exploring new territory, identifying the trends and issues that matter most, and making them accessible and relevant. The book is insightful, fun to read and thought provoking - a welcome addition to literature in the customer service profession.' - Brad Cleveland, Author and Consultant, founding partner and former President/CEO, International Customer Management Institute (ICMI) "Social media doesn't have to be an unmanaged 'complaint box'. In Delivering Effective Social Customer Service, you'll learn how to use social media to improve service, engage with consumers and build loyal relationships." - Bob Thomson, Founder/CEO, CustomerThink Corp. From the Inside Flap: Martin and Carolyn are about to put you through boot camp to explore the wilderness of peer-to-peer communities and social networks. They won't give you the magic key to your social media support conundrums but they will give you the field manual and a few war stories." - Rorey Jones, Global Community Manager, Spotify "Welcome to the new world. Customer service has changed for good with the advent of social media. And so have the rules. The problem is that the rules have not yet been written down. And many of them have not yet been invented. So how do you play on a field where the rules of engagement are at best vague? This is where Delivering Effective Social Customer Service comes in. It is a handbook that helps you to navigate the whole new world of customer service. It is in many ways the new rule book for customer service." - Jonty Pearce, Editor of Call Centre

Helper Idquo;Martin and Carolyn have made a major contribution to knowledge.nbsp; Social will redefine customer service and its delivery over the next decade and this book will help leaders set strategy to meet the challenges ahead.rdqquo; Jon Snow, Chairman, Directorsrsquo; Club (GB NI) Idquo;A thought provoking and insightful read for todayrsquo;s customer service professional in an evolving customer experience world.rdqquo; Cormac Connolly, Director of Channel Development at Virgin Media Idquo;When two of the most respected individuals in the UK contact centre industry collaborate on such an important topic then we must surely listen to them!nbsp; Customer service continues to change, both in how we define it and in the number of channels available for our customer to choose from.nbsp; Whatever we feel about it, social media is certainly growing in use and this book gives every organization some invaluable and practical tools to help them face the challenge. Recommended reading for all of us who are involved in delivering services to our customers and a valuable contribution to the current debate.rdqquo; Ann-Marie Stagg, Director of the Call Centre Management Association in the UK Vice-President of the European Confederation of Contact Centre Organizations